



MEET CLIFF MILLS -- MANAGER!

We don't always think of a projectionist becoming a theatre manager though, on second thought, there are plenty of good examples.

This is a story about a long-time projectionist who decided to switch to management and we're happy that he did. His is 25 Year Club member, Cliff Mills, now manager of the Capitol theatre, St. Thomas.

Struggling against his inexperience in the field of management with a tremendously eager interest in his new field, Cliff Mills has come up with a number of showmanship ideas that we feel should be passed along to his fellow managers.

During the Christmas holidays, writes Cliff, the theatre was successful in selling one of the early shows to the local A & P store. The show was a decided success from the standpoint of financial returns and merchant satisfaction.

Going back to Easter, Cliff reports that he was able to sell a performance to a local dry cleaner the dealer was so pleased with the results that Cliff hopes he will buy a similar deal for Christmas.

Selling the theatre to other groups Cliff reports that the St. Thomas Shrine Club sent four tickets to each member asking for a \$1.00 donation. The sale was good the Shriners made money and they had a great time greeting under-privileged children. They intend to repeat the show at Easter in 1961.

We were able, Cliff continues, to sell a show to the local Board of Trade. The members set up a corral in front of the City Hall where children who brought toys for needy children were given

tickets to the Capitol theatre.

Cliff is always trying to build up his juvenile trade especially for Saturday matinees. The local merchants, for instance, have been promoted for a weekly gift of 15 ball point pens 25 comic books 5 gifts from a hardware store 5 gifts from a hobby shop in return for a card in the lobby of the theatre crediting the contributions.

Every Saturday matinee at the Capitol theatre, St. Thomas, there is a stage contest for children they suggest the game and win a pass the theatre gives good donated prizes including silver dollars parents have passed along nice comments of these games.

"I approached a local new community with the idea of a theatre Christmas Party the idea was well received and they are having the party along with our regular customers to-night they bought gift tickets for adults and children" writes Cliff.

"I approached the TIMKEN BEARING CO., presently on strike, with a idea that they should hold the kiddies Christmas Party for the children regardless of the strike they agreed and purchased \$85.00 worth.

I obtained the large map of Canada from Mr. Cameron mounted same on a piece of peg board 8' x 4' drilled small holes through the map at key cities and capitals inserted the very small "wheat grain size" 12 volt HO model train size bulbs (red, green, amber, white) which we run off a 12 volt transformer. We build up suitable advertising, dummy gift books, etc. with copy stating that the books are good all across Canada, around the map.

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The entire display is in a very good location in our lobby and has attracted a great deal of favourable comment.

Incidentally my projectionist and myself collaborated on this project....."

Thanks, Cliff, for your letter. It's managers like you who are bringing theatres back to their rightful place. Your enthusiasm is refreshing.

James R. Nairn,
PUBLICITY DEPARTMENT.

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